
Sandeep Chandok

Content Creator - Writer - Producer

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EXPERIENCE

Bally Sports

Senior Producer

Digital Content Producer

Remote

May 2022 - Present

March 2021 - April 2022

- Create, plan, schedule, and write copy for Twitter, Instagram, and Facebook social posts on Falcon to engage over 1,000,000 combined followers and increase fanbase; interact with online community to establish Bally Sports' brand and voice
- Collaborate with marketing, product, design, and regional teams on content strategy to generate timely and consumer-relevant material for multiple digital platforms and over 50,000 subscribers
- Edit and publish 20+ articles and videos per week on Forge CMS maximizing SEO best practices
- Author in-depth stories and features on deadline, covering sporting events, trending topics, athletes
- Manage multiple projects across multiple platforms of written, video, and social content
- Lead end-to-end production of NFL, NHL, and NBA livestream shows on Streamyard, exceeding 25,000+ views across platforms
- Manage and update Bally Sports National homepage with latest news and original programming
- Utilize Google Analytics tool to monitor website traffic and content viewership

NBC Sports Edge

NBA Writer, Editor

Remote

December 2020 - March 2021

- Wrote and edited weekly 'Injury Impact' and 'Daily Dose' columns that consistently totaled 50,000+ clicks; posted stories to site and social platforms applying SEO
- Updated player info including injury reports, stats, and news using CMS regularly exceeding millions of views
- Curated information from Twitter and news outlets to update NBC Sports EDGE site

The Lead Sports Media

Editor, Writer, Social Media Manager

Remote

June 2020 - November 2020

- Increased @LakersLead Twitter following by 60% in two months by crafting and writing copy for fan-friendly, meaningful content and engaging with Lakers Twitter community
- Guided team of writers to create applicable, insightful, and error-free stories
- Copy-edited and fact-checked articles using AP Style guidelines
- Composed detailed pieces on the Los Angeles Lakers and NBA breaking news
- Published stories on WordPress content management system applying SEO tactics

Yahoo Sports!

Digital Video Producer, Editor

Sunnyvale, CA

August 2018 - January 2020

- Produced and edited NBA, NFL, MLB, and fantasy sports videos using Adobe Creative Suite, resulting in videos often exceeding 500,000 views across social platforms including Twitter, Instagram, and yahoosports.com
- Worked cross-functionally with producers, social media managers, and product team to increase engagement
- Developed strategy for original content and covered NBA All-Star Game, NBA Finals, and Golden State Warriors media day
- Wrote copy for headlines/descriptions; published videos to Pick N' Roll CMS and YouTube applying SEO and AP Style
- Tracked analytics for videos to view engagement, web traffic, reach, and growth
- Partnered with talent to write scripts for videos and shows
- Identified social media and pop culture trends and breaking news to produce timely videos

KRON4 News

News, Sportswriter

San Francisco, CA

January 2018 - July 2018

- Wrote breaking news and sports stories on deadline for newscasts that drew 300,000+ Bay Area viewers
- Cut highlights; broke down packages and features for sports and newscasts
- Acted in advisory capacity to support anchors and producers to ensure accurate, transparent, and factual stories
- Edited videos to enhance audience experience and increase viewership

EDUCATION

San Jose State University - *B.S. Journalism, Communication Studies* - 2017

Groups

Asian American Journalists Association — AAJA Sports Task Force affinity group Board Member